

## ABSTRACT

The present invention is directed to a primer composition. The primer composition comprises a maleated thermoplastic elastomer, a non-halogenated polyolefin, and a resin. In some embodiments, the primer comprises a crosslinking agent, for example 2,4-  
5 bis(trichloromethyl)-6-4'-methoxyphenyl-sym-triazine. In other embodiments, the primer comprises an epoxy.

The invention is also directed to a tape comprising a substrate, a primer coated on at least one surface of the substrate, the primer comprising a maleated rubber, a non-halogenated polyolefin and a resin, and a pressure sensitive adhesive coated on the primer.

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